



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

4.2020

March SalesData
Market Report



CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2020

Table of Contents

Introduction	3
Report Data	3
Report Weeks	3
All Market	4
Ring Fence Market	5
Fiction: All Market	6
Fiction: Ring Fence Market	7
Non-Fiction: All Market	8
Non-Fiction: Ring Fence Market	9
Juvenile: All Market	10
Juvenile: Ring Fence Market	11
Juvenile Fiction: All Market	12
Juvenile Fiction: Ring Fence Market	13
Juvenile Non-Fiction: All Market	14
Juvenile Non-Fiction: Ring Fence Market	15
Young Adult: All Market	16
Young Adult: Ring Fence Market	17
Young Adult Fiction: All Market	18
Young Adult Fiction: Ring Fence Market	19
Young Adult Non-Fiction: All Market	20
Young Adult Non-Fiction: Ring Fence Market	21
Year-to-Date Comparison: Volume	22
Year-to-Date Comparison: Value	23
Week Numbers: 2020	24

Introduction

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

Report Data

This report compares the volume and value of all books sold in the marketplace for the month of March in the years 2018 to 2020. Also included in this report is a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year. Volume sold refers to the number of units sold for recorded titles. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. Subjects included are Fiction, Non-Fiction, Juvenile, Juvenile Fiction, Juvenile Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction.

The marketplace data is divided into:

- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We use the data gathered from within this ring fence to show year-over-year sales from a constant set of retailers, reconfigured in January 2018 to better represent the

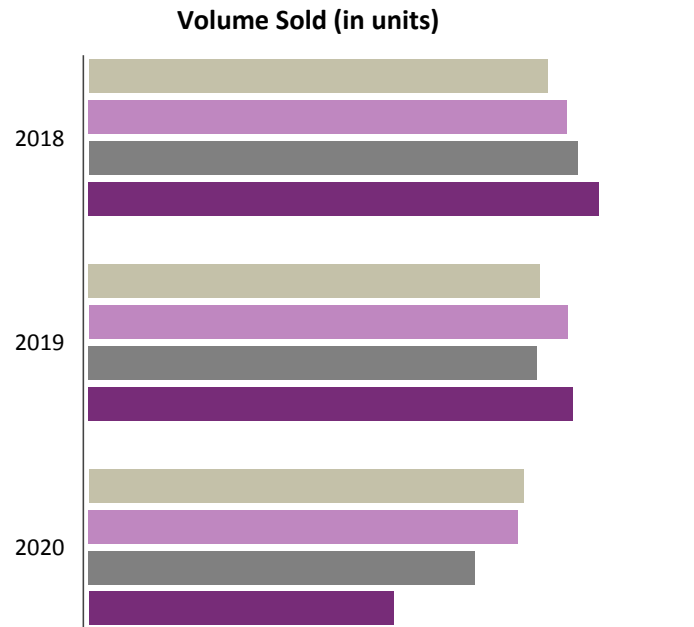
Report Weeks

The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the following month. See the end of the report for week numbers in 2020.

The specific week-ending dates used in this month’s report are as follows:

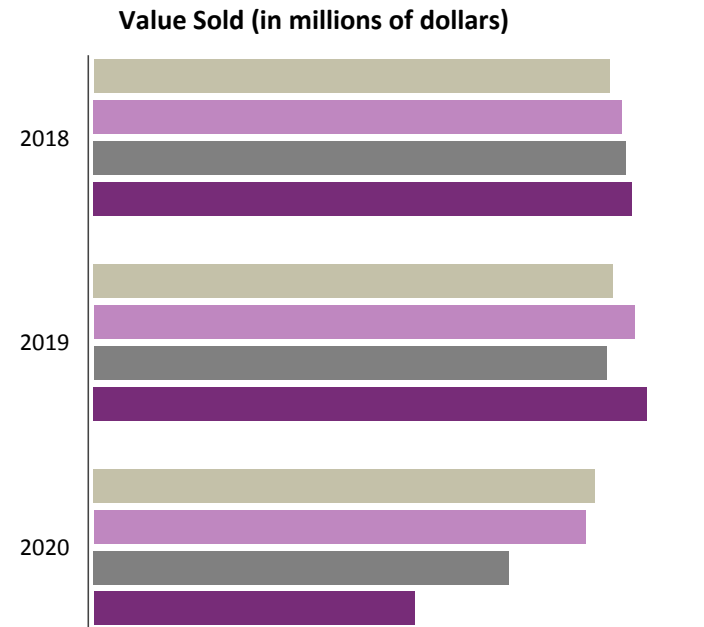
	2018	2019	2020
Week 10	2018-03-11	2019-03-10	2020-03-08
Week 11	2018-03-18	2019-03-17	2020-03-15
Week 12	2018-03-25	2019-03-24	2020-03-22
Week 13	2018-04-01	2019-03-31	2020-03-29

ALL MARKET



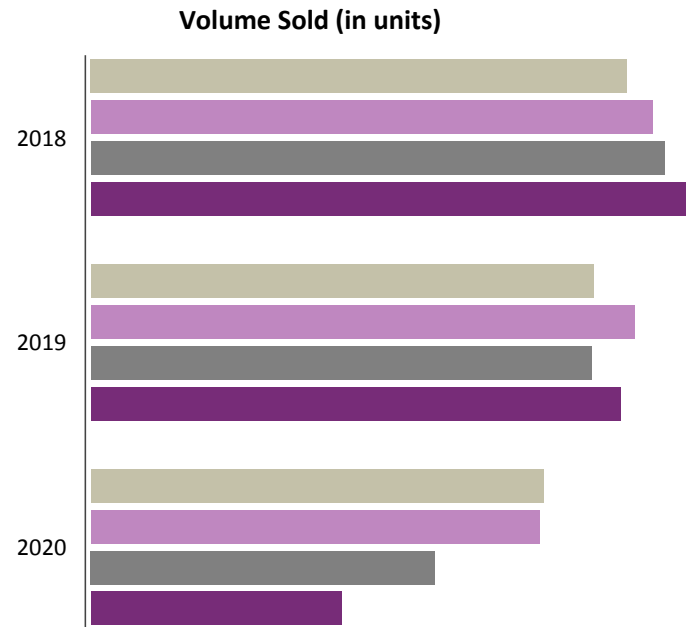
		2018	2019	2020
	Week 10	943,270	927,906	893,858
	Week 11	983,556	984,000	883,010
	Week 12	1,004,862	921,816	794,228
	Week 13	1,049,492	996,274	626,565
	Total	3,981,180	3,829,996	3,197,661

ALL MARKET



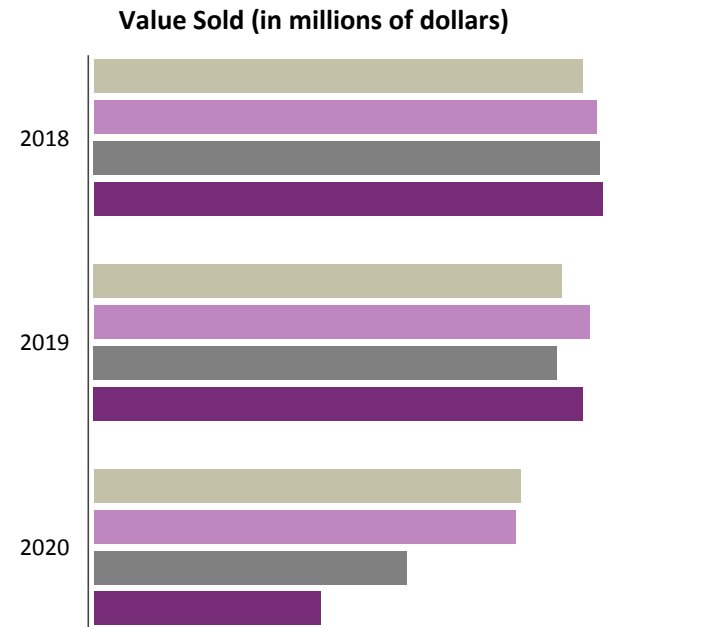
		2018	2019	2020
	Week 10	\$18,670,732	\$18,797,890	\$18,141,070
	Week 11	\$19,126,749	\$19,579,547	\$17,805,236
	Week 12	\$19,272,080	\$18,554,603	\$15,034,849
	Week 13	\$19,486,789	\$20,028,280	\$11,615,023
	Total	\$76,556,351	\$76,960,320	\$62,596,178

RING FENCE MARKET



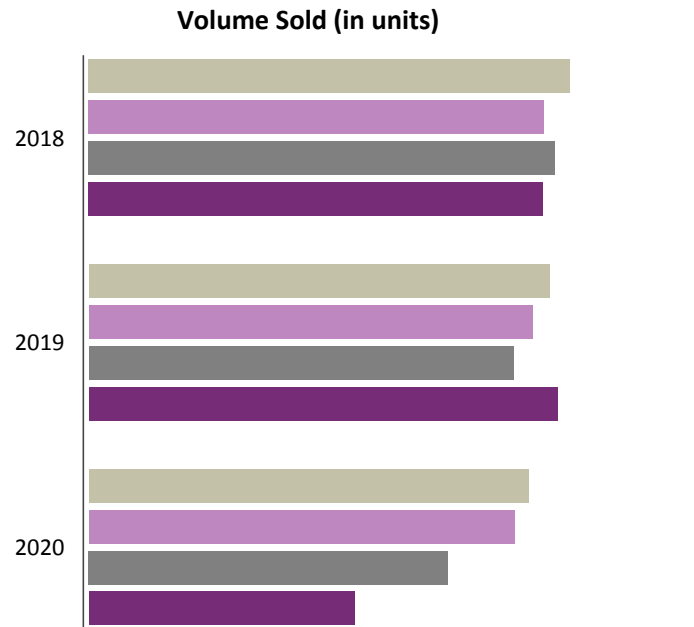
		2018	2019	2020
	Week 10	820,660	769,846	693,357
	Week 11	859,630	831,720	686,388
	Week 12	877,879	765,972	526,699
	Week 13	909,753	811,146	383,423
	Total	3,467,922	3,178,684	2,289,867

RING FENCE MARKET



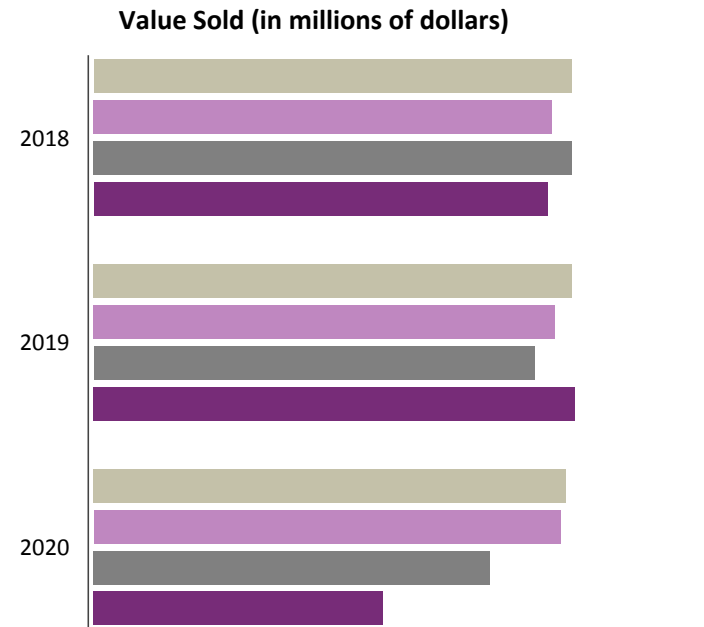
		2018	2019	2020
	Week 10	\$16,094,089	\$15,407,724	\$14,053,582
	Week 11	\$16,542,203	\$16,309,970	\$13,876,889
	Week 12	\$16,662,030	\$15,249,374	\$10,298,282
	Week 13	\$16,735,509	\$16,100,186	\$7,461,922
	Total	\$66,033,832	\$63,067,253	\$45,690,676

FICTION: ALL MARKET



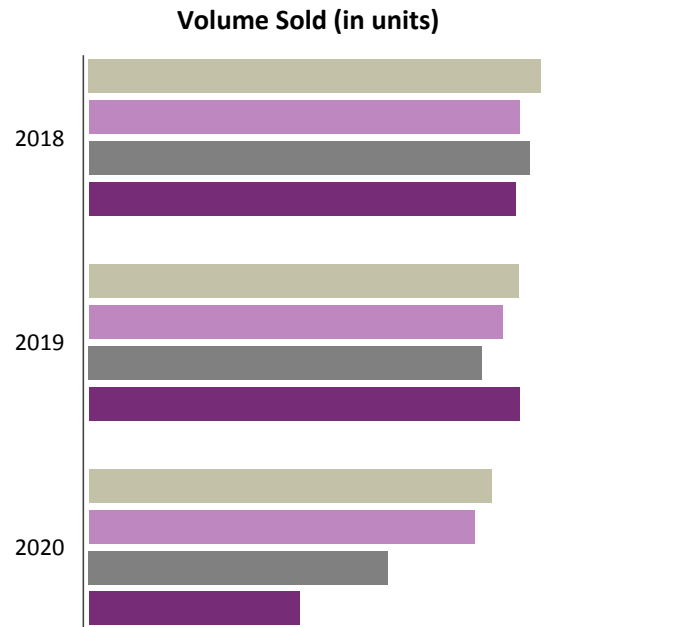
		2018	2019	2020
	Week 10	245,447	234,943	224,341
	Week 11	232,169	226,406	217,191
	Week 12	237,863	216,575	183,265
	Week 13	231,718	238,959	135,529
	Total	947,197	916,883	760,326

FICTION: ALL MARKET



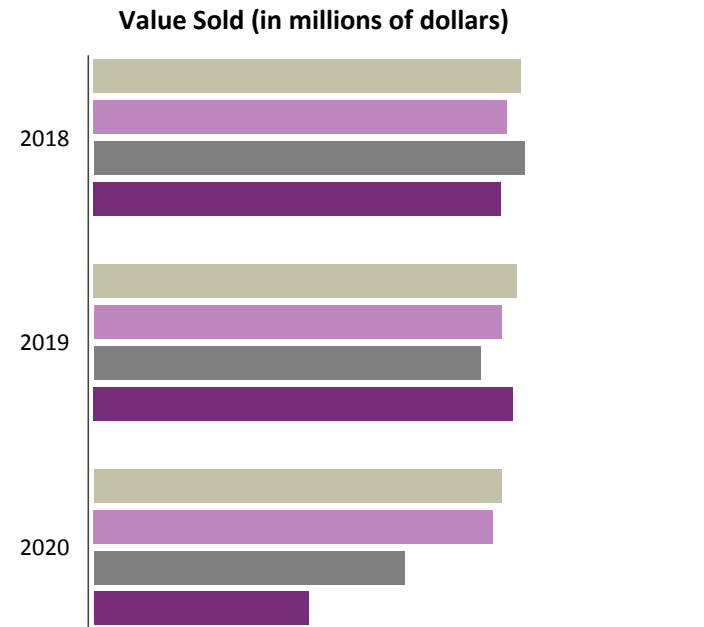
		2018	2019	2020
	Week 10	\$4,718,677	\$4,723,023	\$4,662,919
	Week 11	\$4,523,768	\$4,553,520	\$4,609,572
	Week 12	\$4,721,481	\$4,351,977	\$3,914,361
	Week 13	\$4,483,078	\$4,752,015	\$2,854,444
	Total	\$18,447,005	\$18,380,535	\$16,041,296

FICTION: RING FENCE MARKET



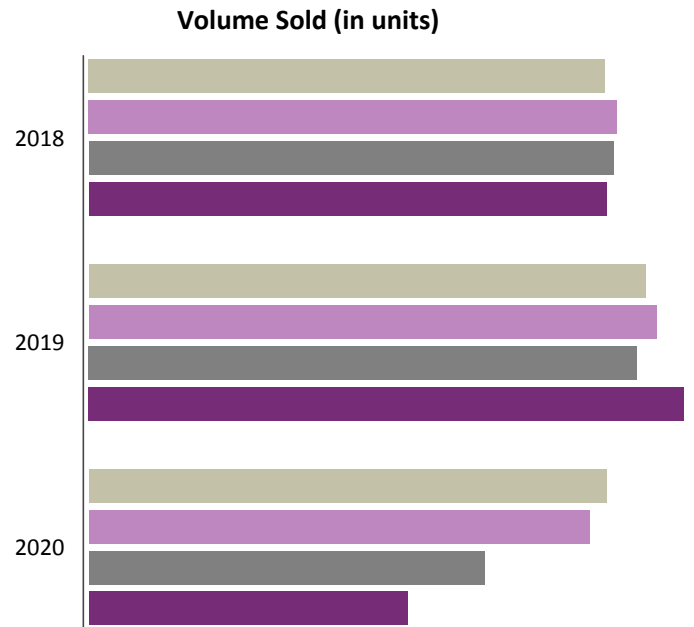
		2018	2019	2020
	Week 10	223,237	212,005	198,718
	Week 11	212,721	204,170	190,332
	Week 12	217,684	194,102	147,672
	Week 13	210,789	212,535	104,075
	Total	864,431	822,812	640,797

FICTION: RING FENCE MARKET



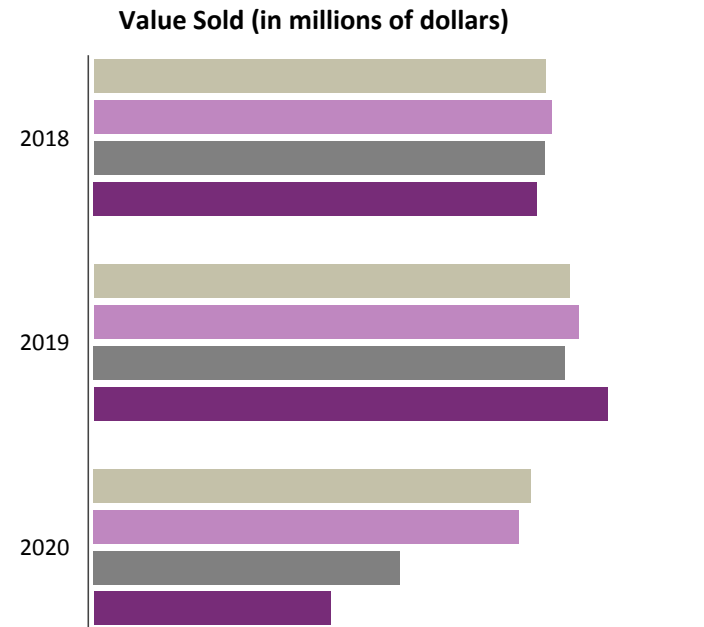
		2018	2019	2020
	Week 10	\$4,289,668	\$4,249,588	\$4,092,577
	Week 11	\$4,147,813	\$4,092,201	\$4,009,535
	Week 12	\$4,323,443	\$3,880,756	\$3,121,416
	Week 13	\$4,087,514	\$4,207,330	\$2,154,087
	Total	\$16,848,438	\$16,429,875	\$13,377,615

NON-FICTION: ALL MARKET



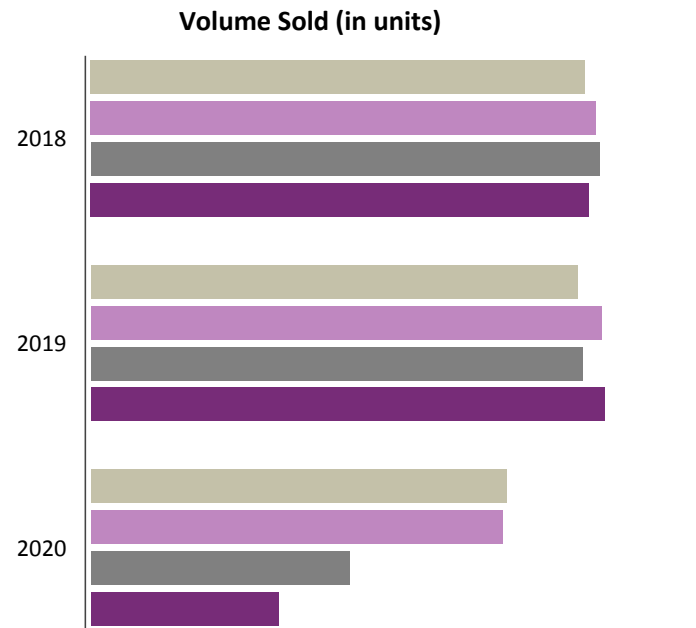
		2018	2019	2020
	Week 10	297,373	320,583	298,391
	Week 11	304,173	327,194	288,401
	Week 12	302,391	315,715	227,759
	Week 13	298,089	342,759	183,556
	Total	1,202,026	1,306,251	998,107

NON-FICTION: ALL MARKET



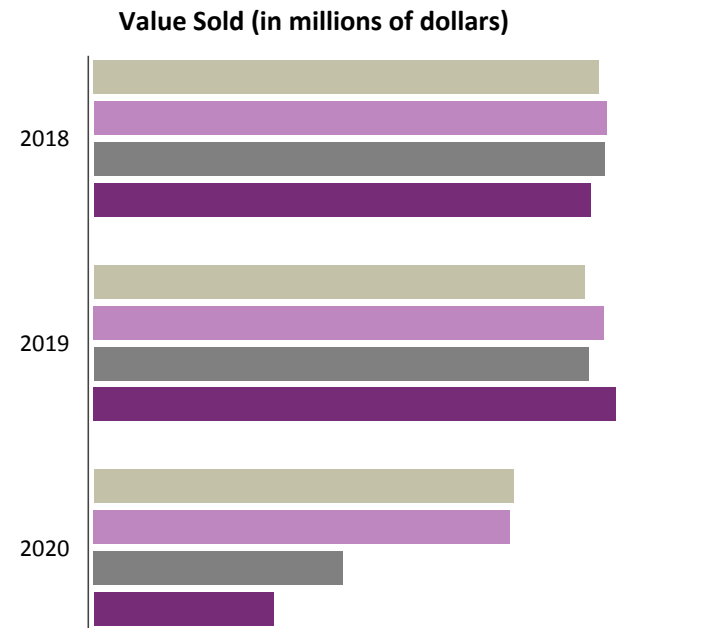
		2018	2019	2020
	Week 10	\$8,175,095	\$8,615,960	\$7,912,515
	Week 11	\$8,283,914	\$8,776,581	\$7,699,850
	Week 12	\$8,160,505	\$8,530,371	\$5,544,548
	Week 13	\$8,023,812	\$9,303,121	\$4,283,380
	Total	\$32,643,326	\$35,226,033	\$25,440,293

NON-FICTION: RING FENCE MARKET



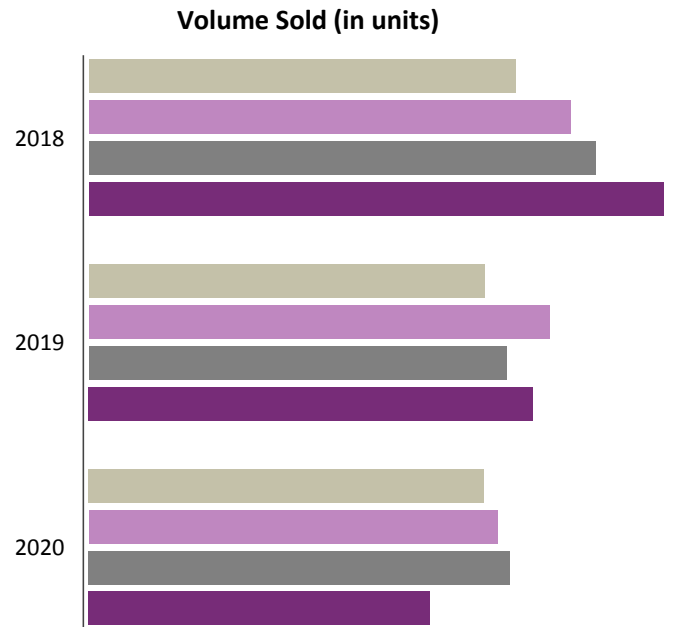
		2018	2019	2020
	Week 10	244,054	240,227	205,321
	Week 11	249,424	252,059	203,181
	Week 12	251,082	242,643	127,636
	Week 13	245,895	253,525	92,684
	Total	990,455	988,454	628,822

NON-FICTION: RING FENCE MARKET



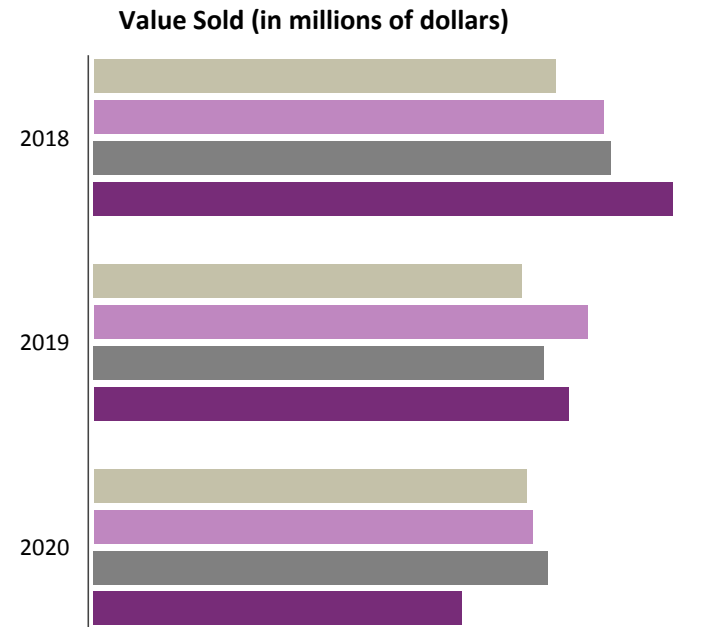
		2018	2019	2020
	Week 10	\$6,652,848	\$6,457,102	\$5,526,488
	Week 11	\$6,750,257	\$6,715,821	\$5,478,548
	Week 12	\$6,723,568	\$6,515,984	\$3,282,531
	Week 13	\$6,540,414	\$6,873,448	\$2,363,652
	Total	\$26,667,087	\$26,562,356	\$16,651,219

JUVENILE: ALL MARKET



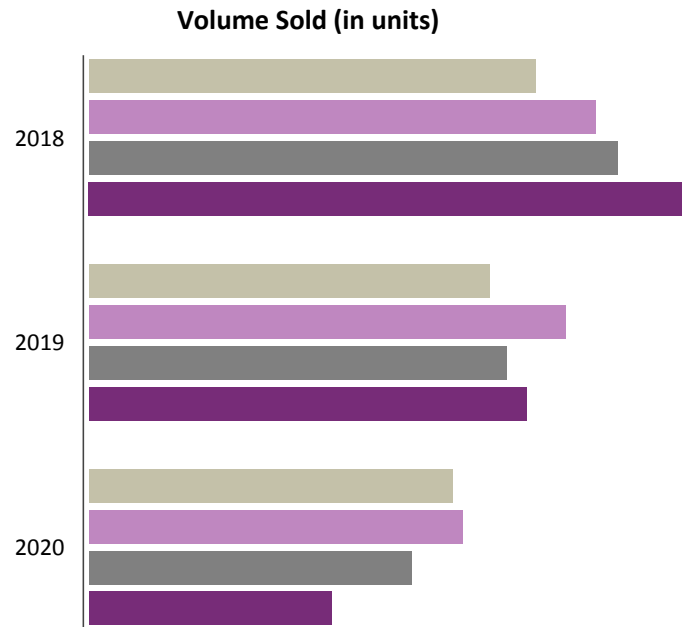
	2018	2019	2020
Week 10	351,367	325,623	325,275
Week 11	396,412	379,101	336,454
Week 12	416,971	343,547	346,571
Week 13	473,098	365,530	280,734
Total	1,637,848	1,413,801	1,289,034

JUVENILE: ALL MARKET



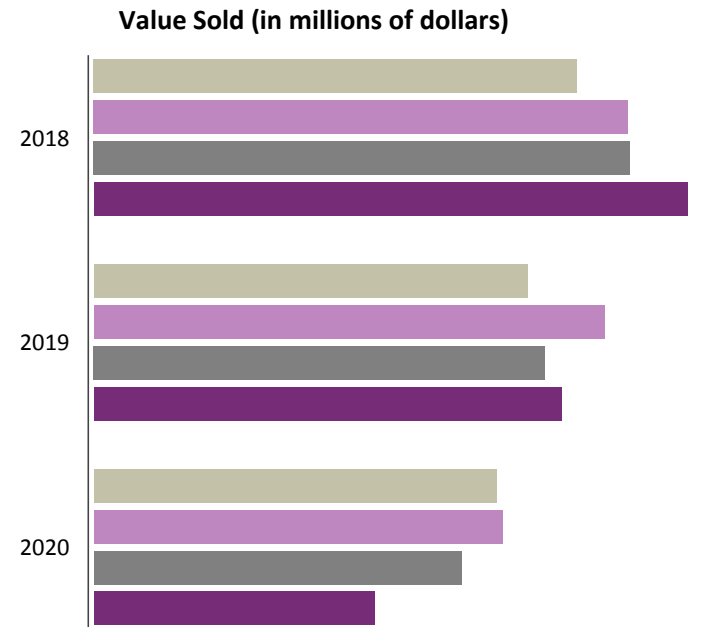
	2018	2019	2020
Week 10	\$4,937,321	\$4,581,964	\$4,628,425
Week 11	\$5,455,933	\$5,281,245	\$4,695,461
Week 12	\$5,532,038	\$4,816,378	\$4,857,158
Week 13	\$6,197,747	\$5,078,672	\$3,939,510
Total	\$22,123,040	\$19,758,259	\$18,120,554

JUVENILE: RING FENCE MARKET



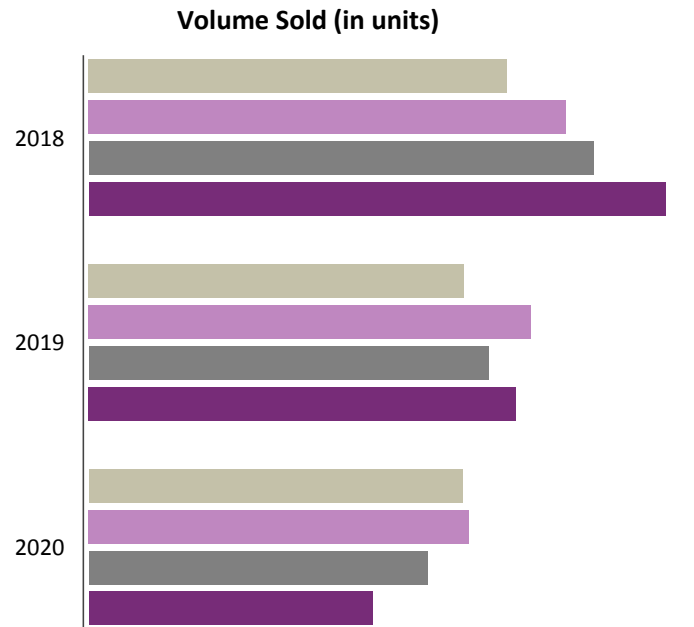
		2018	2019	2020
	Week 10	308,579	276,800	251,214
	Week 11	350,321	329,711	258,279
	Week 12	365,187	288,588	223,181
	Week 13	409,935	302,654	167,497
	Total	1,434,022	1,197,753	900,171

JUVENILE: RING FENCE MARKET



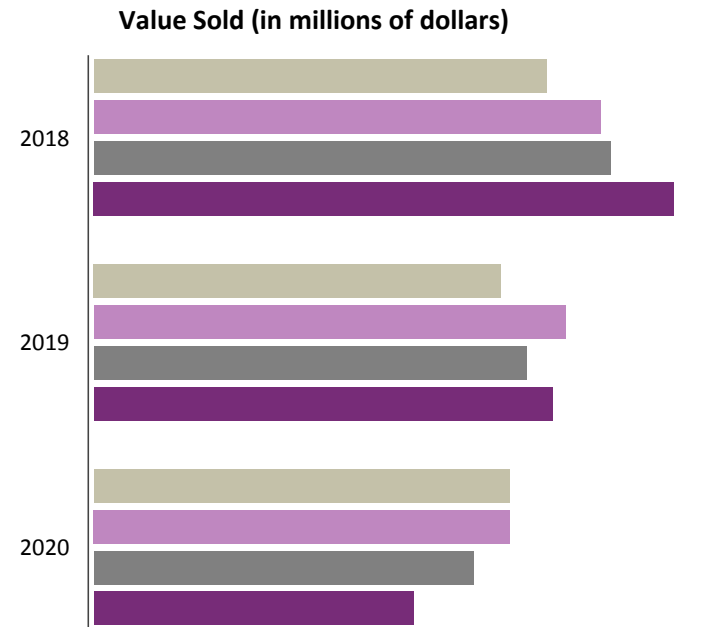
		2018	2019	2020
	Week 10	\$4,373,853	\$3,927,045	\$3,645,194
	Week 11	\$4,835,386	\$4,625,442	\$3,701,830
	Week 12	\$4,853,247	\$4,084,722	\$3,327,977
	Week 13	\$5,374,410	\$4,233,775	\$2,543,372
	Total	\$19,436,896	\$16,870,984	\$13,218,373

JUVENILE FICTION: ALL MARKET



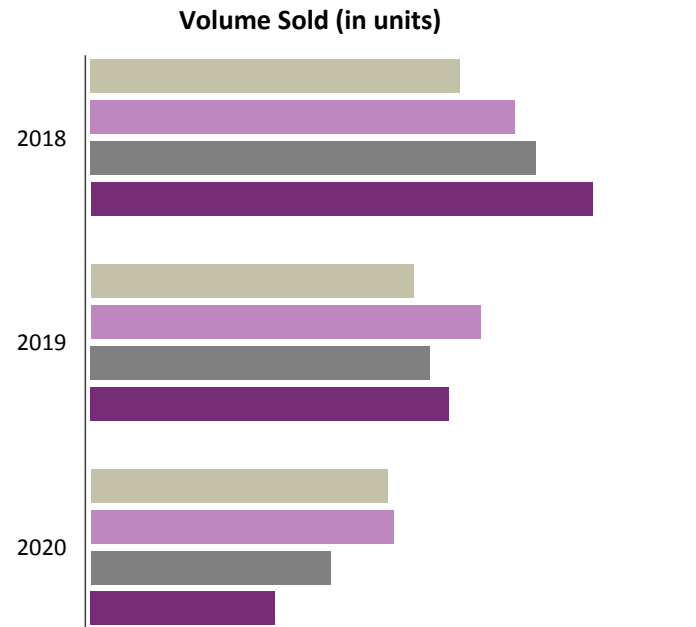
		2018	2019	2020
	Week 10	275,220	247,052	245,883
	Week 11	314,099	291,160	250,259
	Week 12	332,152	263,068	223,110
	Week 13	379,568	281,246	186,824
	Total	1,301,039	1,082,526	906,076

JUVENILE FICTION: ALL MARKET



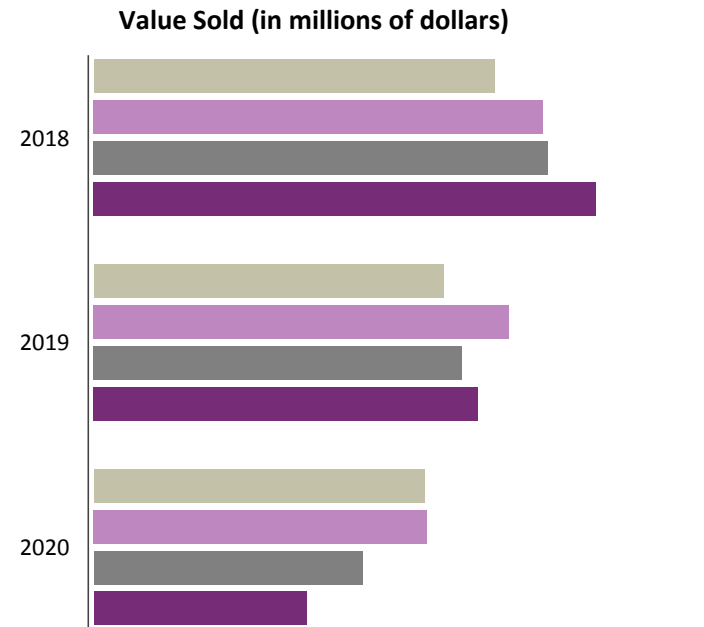
		2018	2019	2020
	Week 10	\$3,723,248	\$3,350,757	\$3,419,821
	Week 11	\$4,171,159	\$3,880,131	\$3,425,262
	Week 12	\$4,251,688	\$3,561,185	\$3,122,407
	Week 13	\$4,773,692	\$3,773,570	\$2,628,904
	Total	\$16,919,787	\$14,565,643	\$12,596,393

JUVENILE FICTION: RING FENCE MARKET



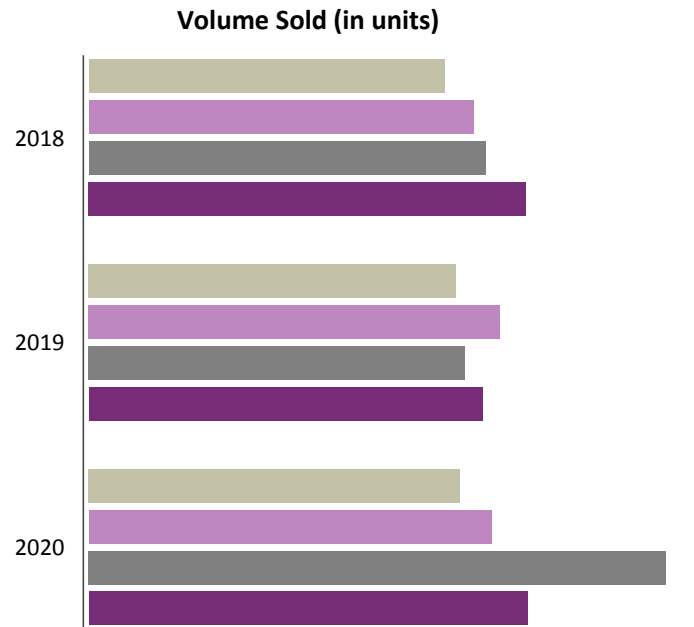
		2018	2019	2020
	Week 10	242,975	212,635	195,481
	Week 11	279,182	256,605	199,336
	Week 12	293,076	223,277	157,882
	Week 13	330,353	235,727	121,314
	Total	1,145,586	928,244	674,013

JUVENILE FICTION: RING FENCE MARKET



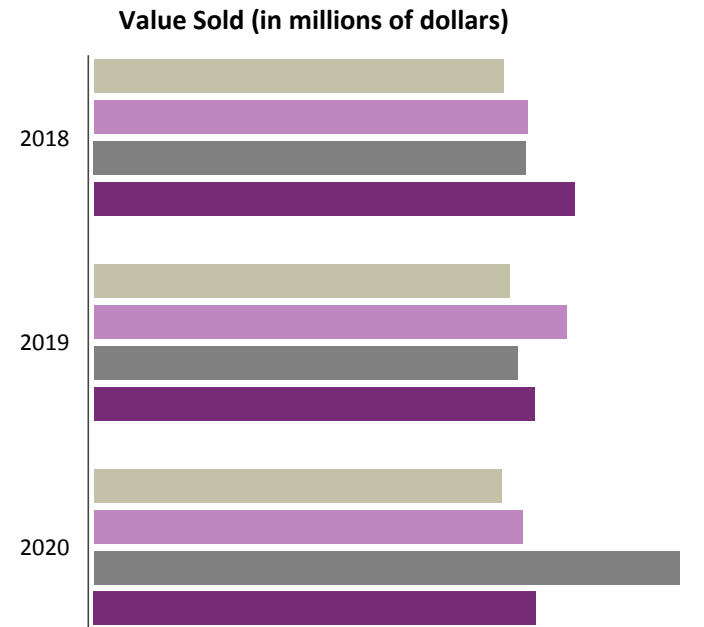
		2018	2019	2020
	Week 10	\$3,296,970	\$2,878,024	\$2,720,475
	Week 11	\$3,697,955	\$3,416,234	\$2,742,024
	Week 12	\$3,738,310	\$3,031,399	\$2,209,673
	Week 13	\$4,131,746	\$3,162,720	\$1,748,389
	Total	\$14,864,980	\$12,488,377	\$9,420,561

JUVENILE NON-FICTION: ALL MARKET



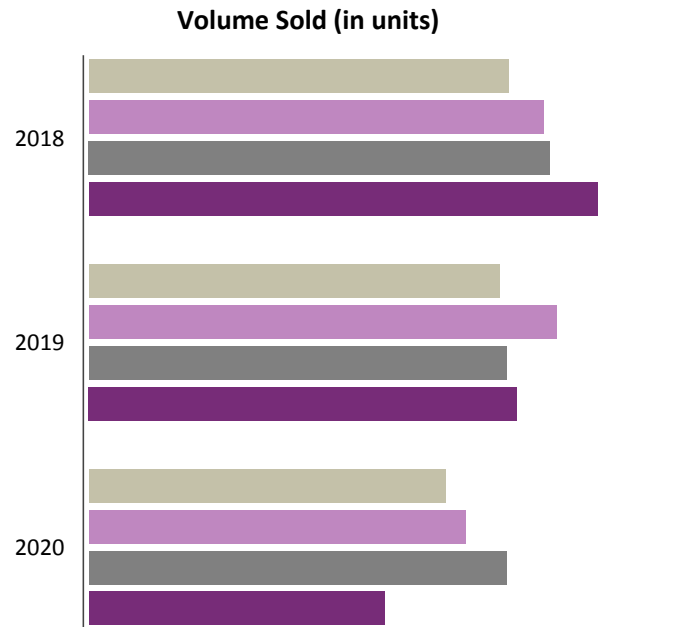
		2018	2019	2020
	Week 10	76,147	78,571	79,392
	Week 11	82,313	87,941	86,195
	Week 12	84,819	80,479	123,461
	Week 13	93,530	84,284	93,910
	Total	336,809	331,275	382,958

JUVENILE NON-FICTION: ALL MARKET



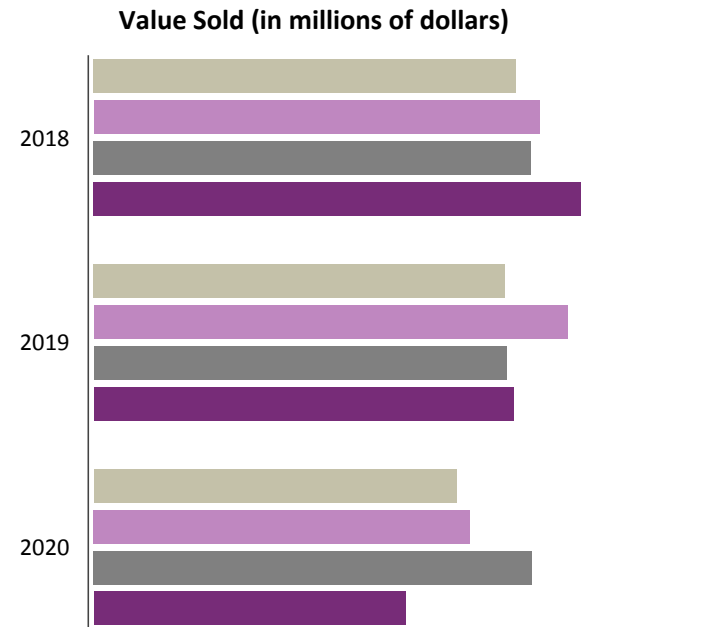
		2018	2019	2020
	Week 10	\$1,214,073	\$1,231,207	\$1,208,604
	Week 11	\$1,284,774	\$1,401,113	\$1,270,199
	Week 12	\$1,280,350	\$1,255,193	\$1,734,751
	Week 13	\$1,424,055	\$1,305,102	\$1,310,607
	Total	\$5,203,253	\$5,192,615	\$5,524,161

JUVENILE NON-FICTION: RING FENCE MARKET



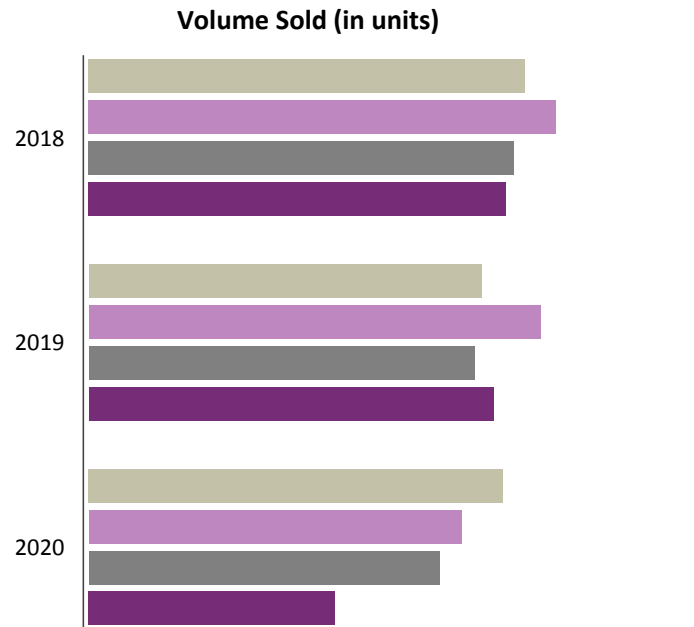
		2018	2019	2020
	Week 10	65,604	64,165	55,733
	Week 11	71,139	73,106	58,943
	Week 12	72,111	65,311	65,299
	Week 13	79,582	66,927	46,183
	Total	288,436	269,509	226,158

JUVENILE NON-FICTION: RING FENCE MARKET



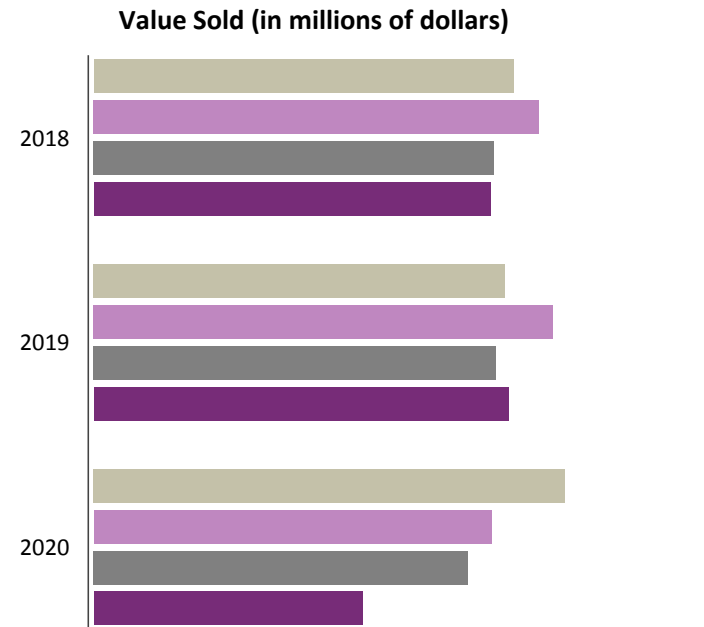
		2018	2019	2020
	Week 10	\$1,076,883	\$1,049,022	\$924,718
	Week 11	\$1,137,431	\$1,209,208	\$959,806
	Week 12	\$1,114,938	\$1,053,322	\$1,118,304
	Week 13	\$1,242,665	\$1,071,055	\$794,983
	Total	\$4,571,917	\$4,382,607	\$3,797,812

YOUNG ADULT: ALL MARKET



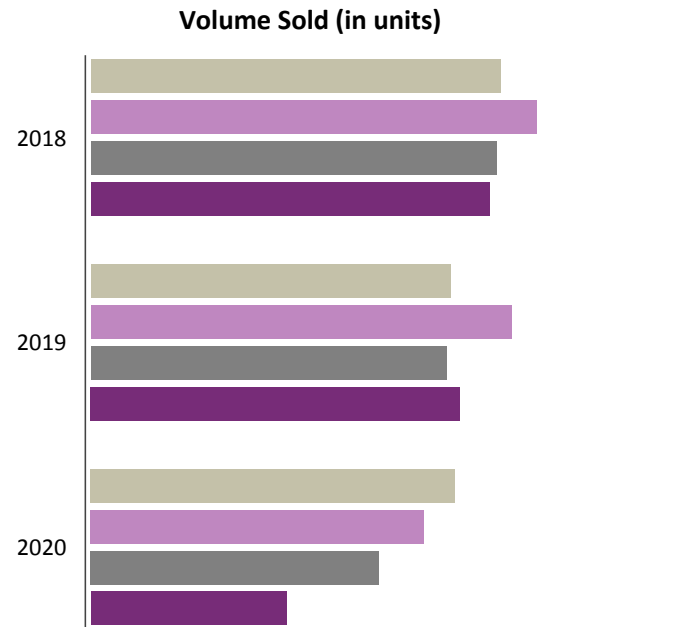
		2018	2019	2020
	Week 10	35,899	32,313	34,071
	Week 11	38,450	37,158	30,660
	Week 12	34,979	31,715	28,833
	Week 13	34,323	33,294	20,258
	Total	143,651	134,480	113,822

YOUNG ADULT: ALL MARKET



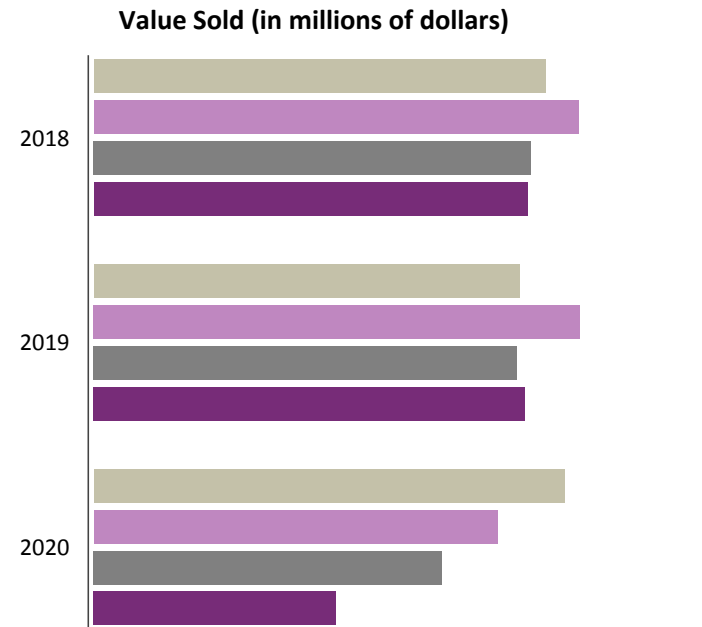
		2018	2019	2020
	Week 10	\$656,603	\$643,208	\$736,995
	Week 11	\$695,814	\$717,938	\$621,639
	Week 12	\$625,949	\$629,119	\$584,924
	Week 13	\$620,002	\$648,222	\$419,981
	Total	\$2,598,368	\$2,638,488	\$2,363,539

YOUNG ADULT: RING FENCE MARKET



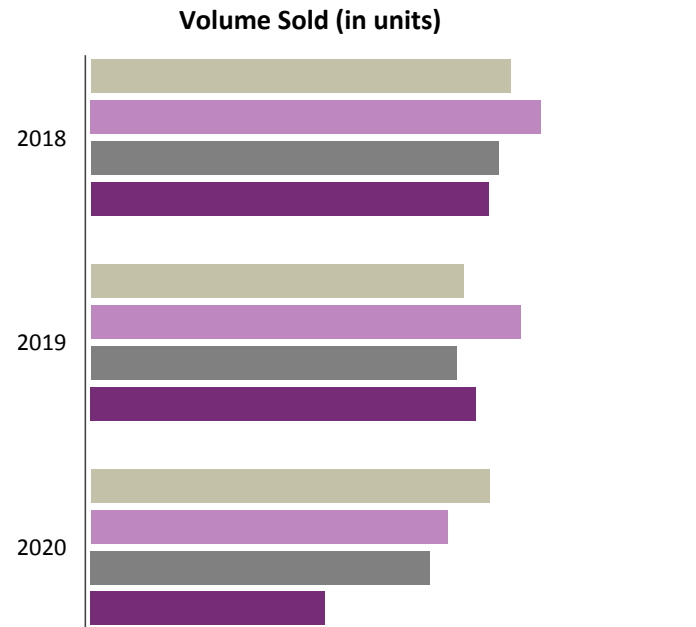
		2018	2019	2020
	Week 10	33,709	29,567	29,956
	Week 11	36,675	34,590	27,406
	Week 12	33,356	29,249	23,704
	Week 13	32,817	30,379	16,097
	Total	136,557	123,785	97,163

YOUNG ADULT: RING FENCE MARKET



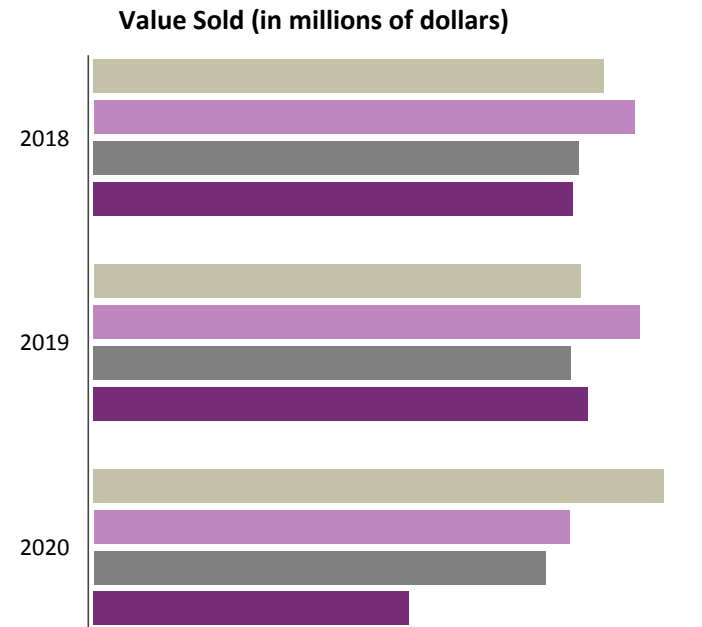
		2018	2019	2020
	Week 10	\$617,441	\$581,885	\$643,342
	Week 11	\$662,070	\$664,150	\$551,658
	Week 12	\$597,326	\$578,340	\$475,688
	Week 13	\$592,173	\$588,788	\$331,118
	Total	\$2,469,010	\$2,413,163	\$2,001,805

YOUNG ADULT FICTION: ALL MARKET



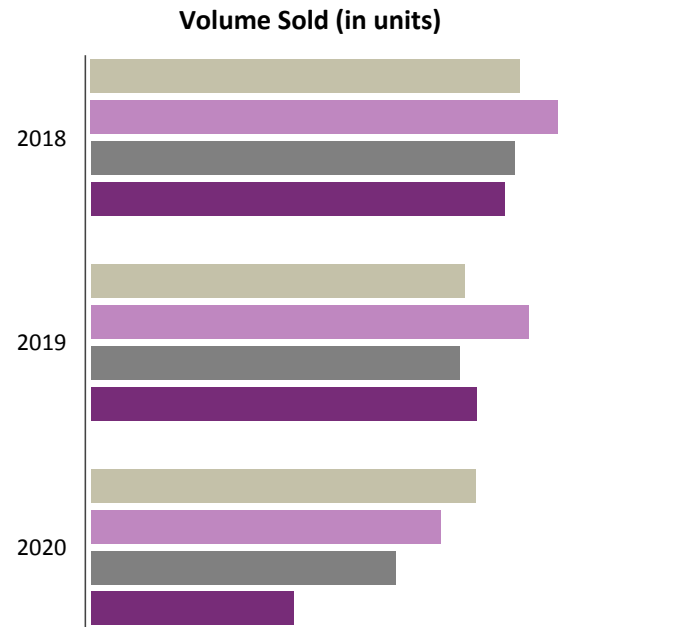
		2018	2019	2020
	Week 10	34,552	30,691	32,821
	Week 11	37,039	35,384	29,344
	Week 12	33,544	30,102	27,917
	Week 13	32,696	31,684	19,274
	Total	137,831	127,861	109,356

YOUNG ADULT FICTION: ALL MARKET



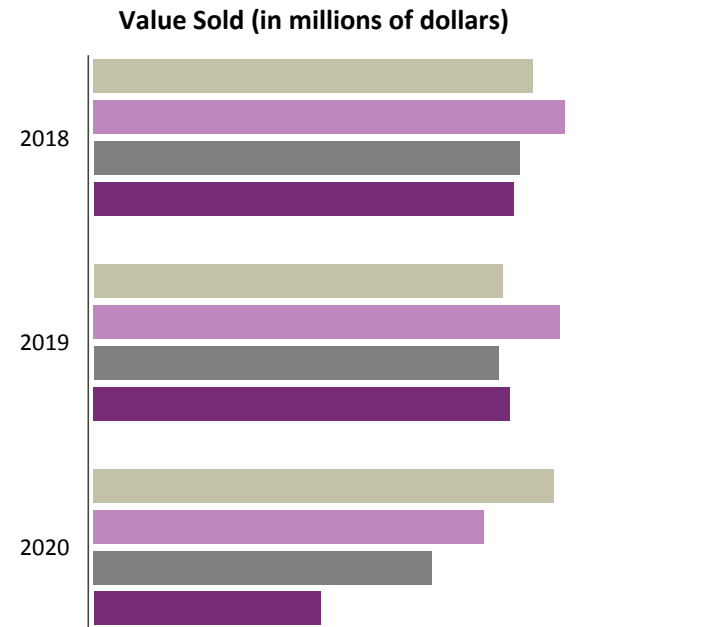
		2018	2019	2020
	Week 10	\$629,580	\$600,820	\$703,899
	Week 11	\$667,475	\$673,999	\$586,834
	Week 12	\$598,962	\$589,066	\$557,598
	Week 13	\$591,458	\$610,208	\$388,996
	Total	\$2,487,474	\$2,474,092	\$2,237,326

YOUNG ADULT FICTION: RING FENCE MARKET



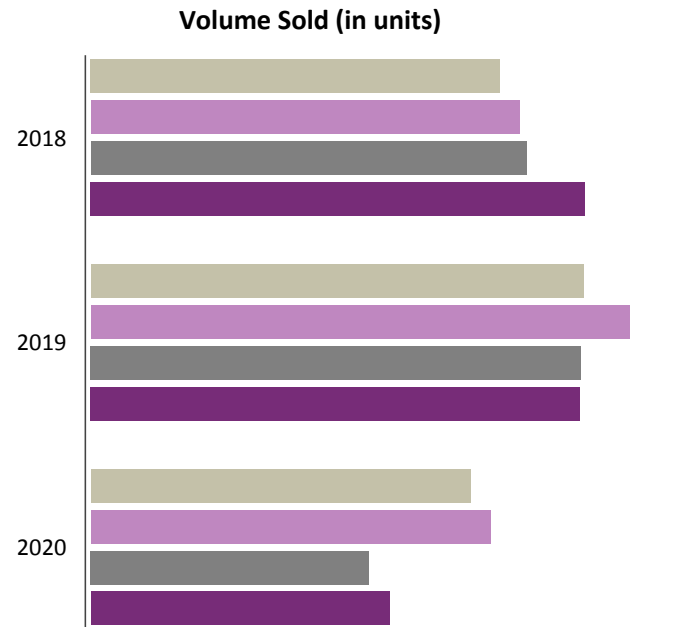
	2018	2019	2020
Week 10	32,483	28,311	29,107
Week 11	35,357	33,115	26,481
Week 12	32,101	27,908	23,072
Week 13	31,342	29,180	15,350
Total	131,283	118,514	94,010

YOUNG ADULT FICTION: RING FENCE MARKET



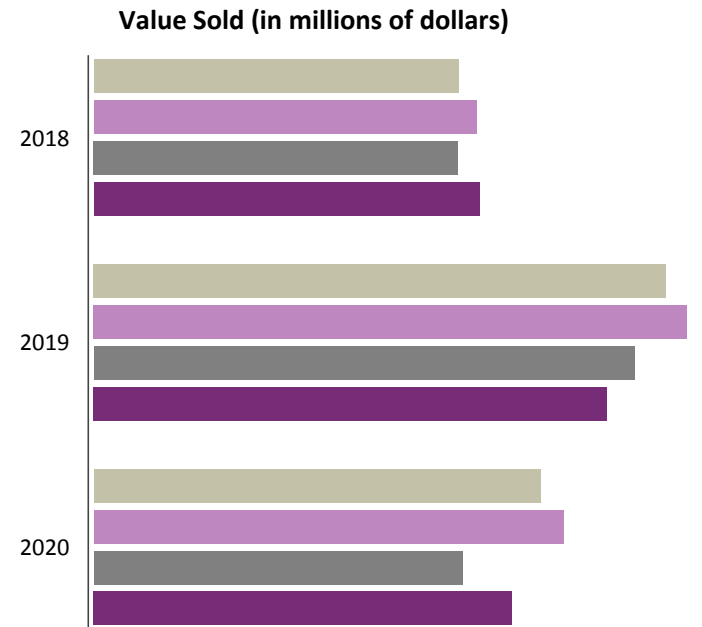
	2018	2019	2020
Week 10	\$592,986	\$551,514	\$620,845
Week 11	\$635,943	\$629,304	\$526,437
Week 12	\$574,363	\$546,188	\$456,290
Week 13	\$566,517	\$561,811	\$306,105
Total	\$2,369,808	\$2,288,816	\$1,909,677

YOUNG ADULT NON-FICTION: ALL MARKET



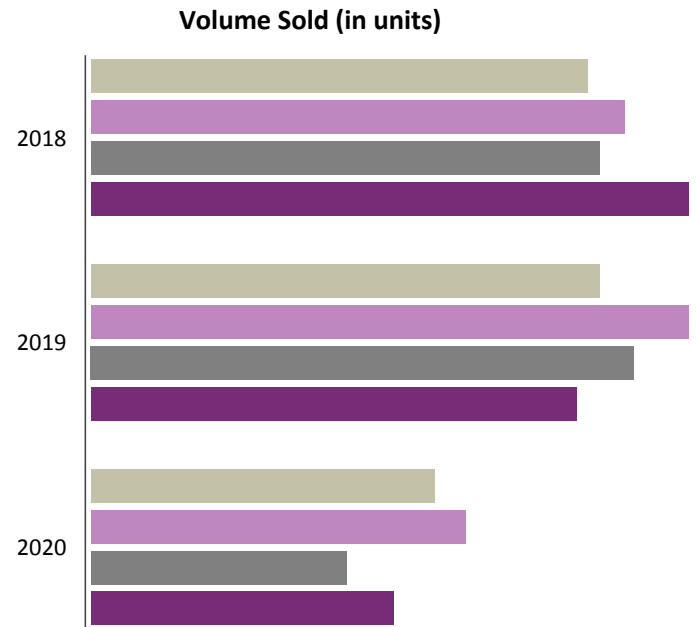
		2018	2019	2020
	Week 10	1,347	1,622	1,250
	Week 11	1,411	1,774	1,316
	Week 12	1,435	1,613	916
	Week 13	1,627	1,610	984
	Total	5,820	6,619	4,466

YOUNG ADULT NON-FICTION: ALL MARKET



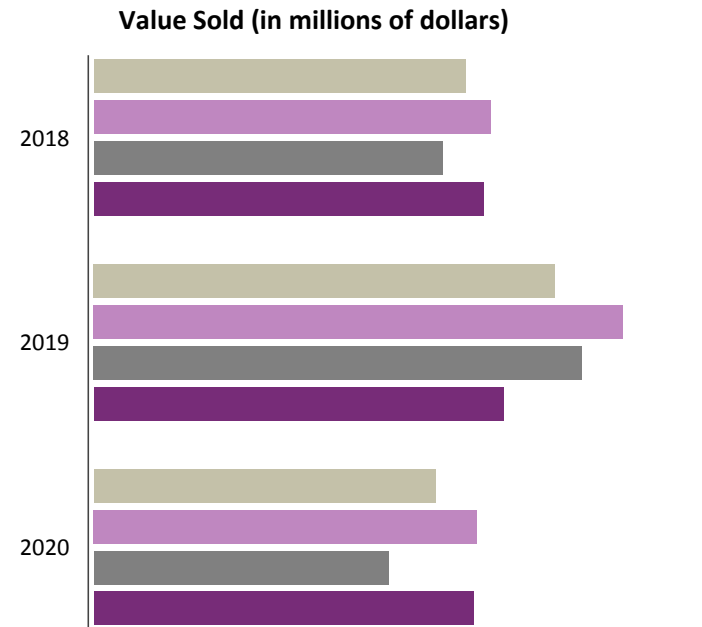
		2018	2019	2020
	Week 10	\$27,024	\$42,389	\$33,096
	Week 11	\$28,339	\$43,940	\$34,805
	Week 12	\$26,986	\$40,054	\$27,326
	Week 13	\$28,544	\$38,014	\$30,985
	Total	\$110,893	\$164,396	\$126,213

YOUNG ADULT NON-FICTION: RING FENCE MARKET



	2018	2019	2020
Week 10	1,226	1,256	849
Week 11	1,318	1,475	925
Week 12	1,255	1,341	632
Week 13	1,475	1,199	747
Total	5,274	5,271	3,153

YOUNG ADULT NON-FICTION: RING FENCE MARKET



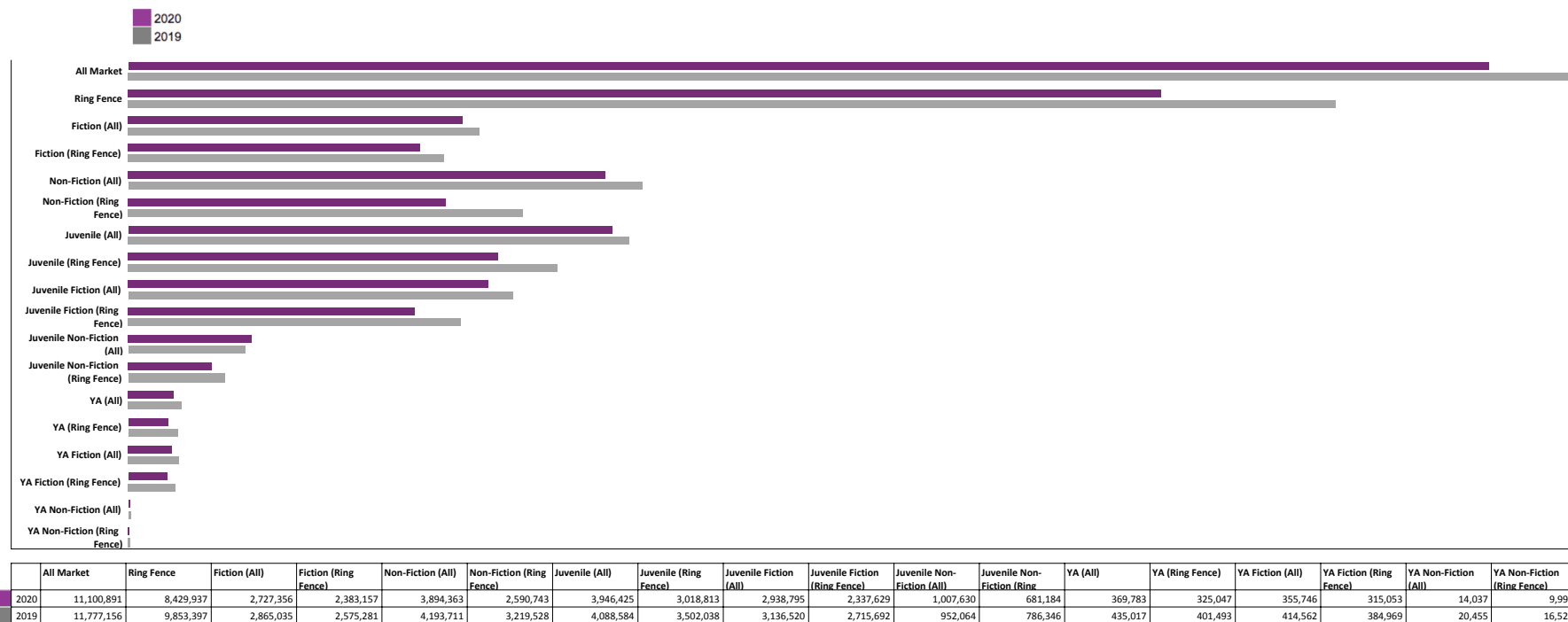
	2018	2019	2020
Week 10	\$24,455	\$30,371	\$22,497
Week 11	\$26,127	\$34,846	\$25,220
Week 12	\$22,964	\$32,152	\$19,397
Week 13	\$25,656	\$26,978	\$25,013
Total	\$99,202	\$124,346	\$92,128

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 13	2019-03-31	2020-03-29

Volume Sold Year-to-Date

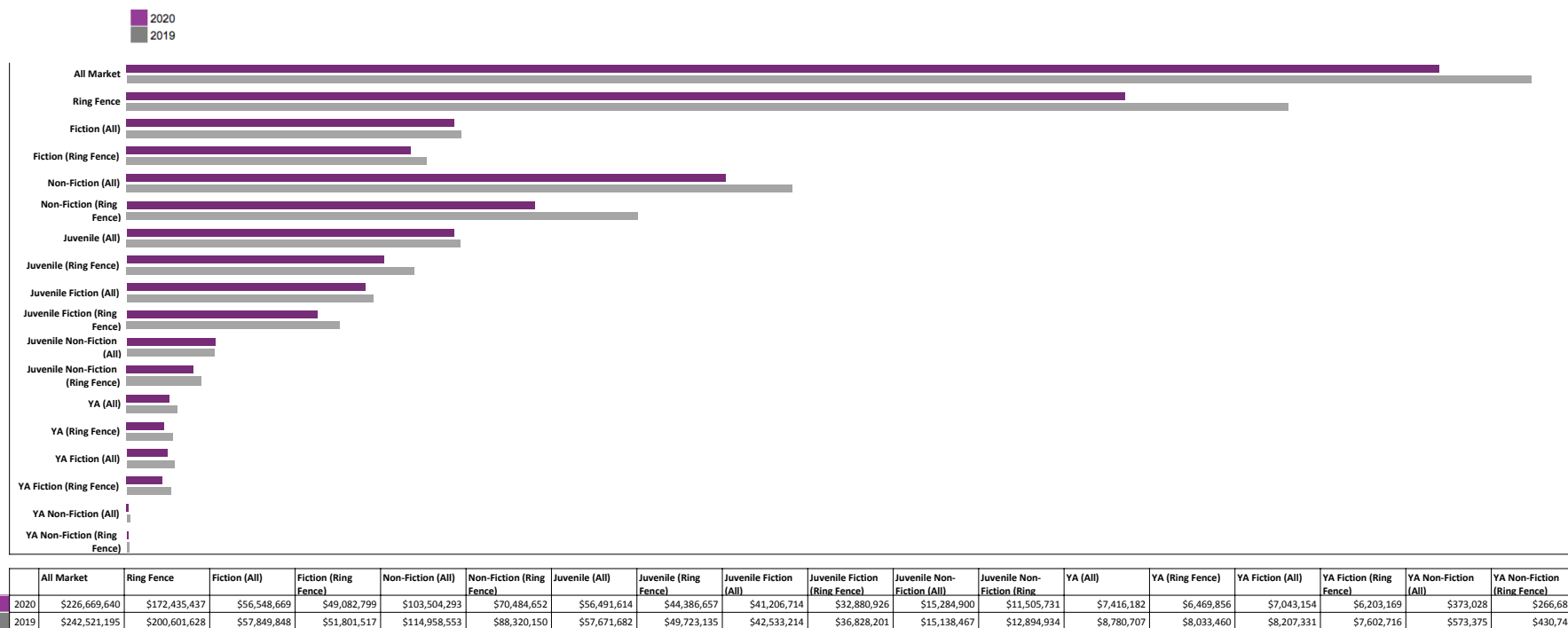


YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 13	2019-03-31	2020-03-29

Value Sold Year-to-Date
(in millions of dollars)



WEEK NUMBERS: 2020

January: Week beginning Dec. 30 and ending Feb. 2

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

February: Week beginning Feb. 3 and ending March 1

- Week 6
- Week 7
- Week 8
- Week 9

March: Week beginning March 2 and ending March 29

- Week 10
- Week 11
- Week 12
- Week 13

April: Week beginning March 30 and ending May 3

- Week 14
- Week 15
- Week 16
- Week 17
- Week 18

May: Week beginning May 4 and ending May 31

- Week 19
- Week 20
- Week 21
- Week 22

June: Week beginning June 1 and ending June 28

- Week 23
- Week 24
- Week 25
- Week 26

July: Week beginning June 29 and ending Aug. 2

- Week 27
- Week 28
- Week 29
- Week 30
- Week 31

August: Week beginning Aug. 3 and ending Aug. 30

- Week 32
- Week 33
- Week 34
- Week 35

September: Week beginning Aug. 31 and ending Sep. 27

- Week 36
- Week 37
- Week 38
- Week 39

October: Week beginning Sep. 28 and ending Nov. 1

- Week 40
- Week 41
- Week 42
- Week 43
- Week 44

November: Week beginning Nov. 2 and ending Nov. 29

- Week 45
- Week 46
- Week 47
- Week 48

December: Week beginning Nov. 30 and ending Jan. 3

- Week 49
- Week 50
- Week 51
- Week 52
- Week 53